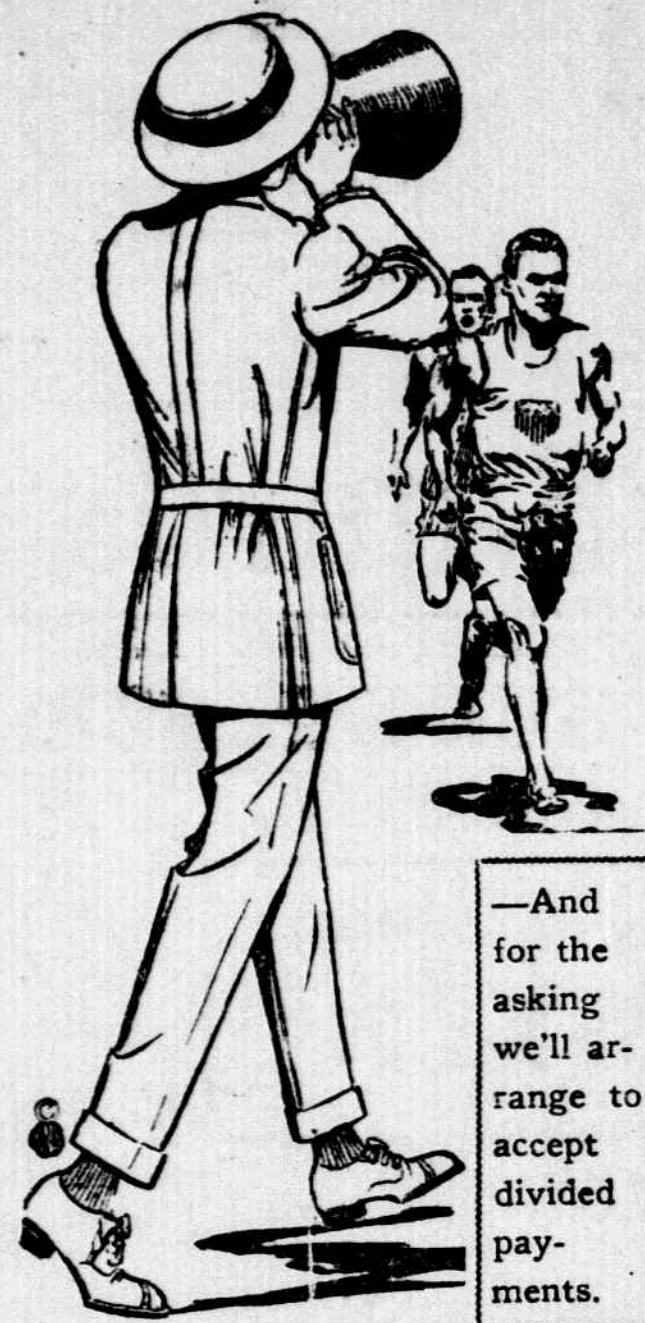


Hecht & Company

During the Heated Term Store Hours 8 to 5. Close 6 P.M. Saturdays. Please Shop Early.

Hecht & Company

Uncle Sam's Boys Are Winning Big Honors in the Olympic Games



We are proud of our boys—justly proud of this Enlargement Sale of Men's Suits, as well—it, too, has been winning laurels, gaining in popularity since the start.

This is the age of the manly man, who rejoices in his strength; such a man wants his clothes in keeping with his personality such garments as are offered here in this Enlargement Sale.

Think of the selection! Why, men, you are offered the best models from Schloss Bros. & Co., American Clothing Mfg. Co., Strouse & Bros. and others; so no matter in what particular direction your taste lies, you'll find yourself easily suited. Perfect fit and no wait.

Men's \$12.50 to \$7.80 Suits

Assortment of neat patterns in this lot. Worsteds and cassimeres. Perfect fitting; latest styles; all sizes.

Men's \$20 to \$13.80 Suits

Blue serges, fancy browns, gray mixtures, etc., in worsteds, chevrons and cassimeres. All sizes—regular, stout and slim—in just the styles that are being much worn this summer.

Men's \$15.00 to \$9.80 Suits

\$25.00 Suits were never tailored with better care. Newest fabrics, including blue serge; two and three button suits. Sizes for men and young men.

Men's \$25 to \$18.80 Suits

Excellent garments, English and conservative styles; all sizes; noblesse of patterns.

Men's \$30.00 and \$35.00 Suits

Pick from the finest suits in the house. English and conservative models. Choice of fabrics, tailored with character, etc. Complete range of sizes.

Misses' \$10 Ratine \$5.90 Linen Norfolk Suits

Natty and cool; smart styles; box-pleated jacket with patent leather or self belt; misses' and juniors' sizes.

\$7.50 Red Golf Coats \$5.00

Guaranteed all wool, light weight, double breasted, with patent leather belt; \$7.50 value, \$5.00.

\$1.50 Norfolk Middy Blouses

Button front Norfolk styles, with belt and collars of red, blue or white galatea. Sizes 8 to 18 years.

Something New! Misses' and Girls' Norfolk Mid-dy Blouses

(Like Picture.) Linens with navy blue or all white collar and cuffs finished with braid, lace down front, patent leather belt.



This Style Norfolk Middy Blouse, 69c

Girls' Vacation Dresses, Values, \$1.50 to \$1.98, 95c

A splendid assortment to select from, in all white and colors, for little girls, 2 to 6 years, and larger girls, 8 to 14.

Misses' \$8.00 Lingerie and Poplin Dresses \$4.95

Dainty styles in Finest Lingerie Cloth, Square and Round Neck, Lace and Embroidery Trimmed Poplin Dresses, in pink, lavender and white; ratine collars and cuffs. Sizes 14, 16 and 18 years.

Girls' \$1.50 Pleated White Skirts, 95c

Made of linens. Sizes 4 to 10 years have bodice attached; 12 to 16 sizes have belt.

Children's Dresses, 2 to 10 year sizes, 50c

Infants' 29c Short Slips. Sizes 1 to 3 years, 17c

Girls' \$3 White Lingerie Dresses, \$1.95

Children's \$1.50 White Dresses, sizes 2 to 6 years, 95c

50c Play Aprons and Dresses, 25c

Cool, low-neck kind, trimmed with Persian border; sizes 2 to 6 years.

Join the crowd of cool-headed fellows. Get in line and buy that Flawless Straw here tomorrow.

Our \$3.00 Straw Hats, \$1.90

It has all the earmarks of a \$3.00 hat—in fact, you can't tell the difference. English if you prefer them, conservatives, too. All brands and sizes.

Men's Genuine Panama Hats That Sold at \$10. 4.95

Hats like these can't be picked up every day at such a low figure. In buying now you buy for present as well as many years to come. Telescope and Optimo styles. Soft, Flexible South American Panamas. All sizes.

Women's Long Lawn Kimonos 49c

Numerous pretty styles in good quality lawn; full cut and neatly made. Regular 79c value—19c.

This 25c Cambric Corset Cover 10c

(Like picture.) Limit 2 to a customer. Lace-trimmed around neck and arms, made of good quality cambric.

Just Think! This 25c Romper, 13c

Like picture. Colors are tan, light blue and pink; sizes 1 to 4 years. —Second Floor.

Women's \$3.50 Bathing Suits \$1.95

Prettily Designed Bathing Suits, of good quality beach cloth, neatly trimmed with white braid around neck and sleeves; all sizes. Saturday Sale price, \$1.95.

\$5.00 Bathing Suits \$2.98

Smartly designed of finest brilliantine, mohair and beach cloth; princess effects included; daintily fashioned, with white sailor collar and tie; finished with black braid.

3-Day Sale of Pure Foods

Hams, Fancy Sugar-cured, 7 to 9 lbs. 15c
Bacon, boneless strip, 2 to 4 lbs. 17c
Cottolene, 2-lb. pail. 29c
Olefin Soap, 8 for. 27c
House of Lords Tea, one-half lb. 22c
Ivory Shaker Salt, 10c box. 75c
Beans, with tomato sauce, large cans. 9c
Salmon, Pink Alaska, tall tins. 11c
Sardines in mustard, 10c tin. 65c
Ching Spat Cleanser, 5c pkg. 3 for. 10c
Rumford Baking Powder, 1-lb. tin. 22c
Peanut Butter, 35c jar. 25c
Wagner's Catsup, bottle. 9c
Royal Salad Dressing, 10c size. 65c
Onions, 15c bottle. 9c
Big Dandy Corn Flakes, 10c pkg. 65c
Rice, Best Jap Head, 3 lbs. 10c
Shredded Wheat Biscuit, pkg. 11c
Olives, Mason jar. 26c
Fruit Jars, pints only, 1 doz. 45c
—First Floor, Balcony.

Men, You Get Most for Least In Tomorrow's Sale of Furnishings

Men's Percalé Shirts, Coat Style, Attached Cuffs, Values Up to \$1.00, 55c

Along about this time many a man finds his shirt supply running low. If you are in "a pinch" this sale of Men's Shirts comes along just in the nick of time. These are good shirts—good all the way through; neat patterns, nicely made. Nothing skimp about the cut. Coat style. All sizes.

Men's Percalé and Madras Shirts; also Soft Negligees, with French cuffs; values up to \$1.50. Enlargement Sale price, 69c

Men's Soft Pongee and Solsette Shirts; coat style; soft cuffs; \$1.50 value. Enlargement Sale price, 89c

Men's French Madras Shirts; coat style; soft cuffs; \$2.00 value. Enlargement Sale price, \$1.19

Men's Silk Shirts, in white, blue, cream, lavender and champagne stripes; \$3.00 value. Enlargement Sale price, \$1.57

Men's Mesh Underwear, Short-sleeve Athletic Shirts and Knicker Drawers; 29c value. Enlargement Sale price, 17c

Men's 83c Bathing Suits, in blue, with red or white stripes. Enlargement Sale price, 69c

Men's \$1.50 Bathing Suits, extra well made. Enlargement Sale price, 98c

Men's 25c Balbriggan and Nainsook Underwear. Enlargement Sale price, 24c

Men's 50c Balbriggan and Athletic Madras Underwear. Enlargement Sale price, 39c

Men's 25c Washable Straps and Silk Knitted Ties. Enlargement Sale price, 5c

Men's 50c Silk Knitted Handkerchiefs, cross and bias stripes and plain colors. Enlargement Sale price, 9c

Men's 25c Soft Collars and Ties to match; colors tan, blue, lavender, and white. Enlargement Sale price, 15c

Men's 25c Soft Collars, 15c values. Enlargement Sale price, 9c

Men's 25c Fancy Handkerchiefs, silk and mercerized. Enlargement Sale price, 9c

Boys, Here Are Cool Summer Clothes Caught in a Wave of Underpricing.

Get your mothers to bring you here tomorrow. The prices tell the story.

Boys' Wash Suits. One thousand snappy garments for as many boys. Sizes 2½ to 10 years. The light of day never disclosed a prettier lot at prices so low.

THE FABRICS—Galeatas, chambrays, linens, English reps, madras, etc.

THE STYLES—Russian and sailor blouse and beach styles. No end to the variety of trimmed effects.

THE COLORS—Blues, pinks, browns, tans, black and white and all white; checks and stripes.

PLAY SUITS FOR ALL THE BOYS. Children's 75c Khaki Play Suits; long pant; shoulder straps on coat; red stripes on pants; sizes 3 to 10 years. Enlargement Sale price, 49c

Boys' \$1.50 Base Ball Suits; padded pants; shirt, belt and cap; all sizes and colors. Enlargement Sale price, 87c

Boys' Indian Chief and Girls' Squaw Suits; sizes 4 to 10 years; \$1.00. Enlargement Sale price, 58c

Boys' 25c Blouse Waists. Enlargement Sale price, 14½c

Boys' 75c Khaki Trousers; sizes 5 to 17 years. Enlargement Sale price, 38c

—Fourth Floor.

The Ratine or Wash Rag Hat Has Struck the Popular Fancy

Here 98c (Worth \$1.50.)

Becoming to women, misses and girls; snow white, with ratine lining. Adapts itself to most any shape. We offer you this nobility hat tomorrow at 98c.

Women's \$8.98 This Ratine Hat, 95c. Genuine Panama Hats \$4.87

Another shipment of Genuine South American Panama Hats on sale tomorrow. Large head sizes; round and square crowns. Wear them plain, or you may add an additional touch of smartness with a fancy stick-up or scarf.

—Second Floor.

A FREE TICKET To all amusements at LUNA PARK to every visitor tomorrow and Monday—because Monday, July 15, is "HECHT DAY"

AT LUNA PARK.

A Hammock and a Cool Spot—We Have the Hammocks

\$1.00 Hammocks now, 59c

\$1.50 Hammocks now, 98c

\$2.00 Hammocks now, \$1.49

\$3.00 Hammocks now, \$1.98

—Third Floor.

\$1.50 Tub Skirts, 99c

Separate Tub Skirts, fashioned of linens, in blue, tan and all white; correct styles, well made and neatly finished. All sizes to 40.

\$3.50 Linen, Pique and Corduroy Skirts, \$1.95

The smartest styles of the season, some trimmed with large buttons, others with braid; colors are tan, copenhagen and all white. Sizes to 40. —Second Floor.

A Cool Drop in Prices on Summer Footwear

Women's \$4 and \$5 Pumps and Low Shoes. Enlargement Sale price, \$3.45

Each pair made from the finest selected leathers; low or high heels; all the most favored styles. Russia calfskin, patent kid, dull velour, 4-buckle oxfords, 1-strap instep pumps, detachable strap pumps, in tailored bows or buckles. Enlargement Sale price, \$3.45

Women's \$3.00 Pumps and Oxfords. Enlargement Sale price, \$2.19

Tan, Gun Metal, White and Patent Leather Pumps and Oxfords; high and low heels; all can be fitted. \$2.00 values, \$2.19.

Misses' and Children's \$2 Pumps, \$1.29

Misses' and Children's Strap Pumps and Roman pumps; all sizes, but all can be fitted. \$2.00 values, \$1.29.

Men's \$3.50 and \$4.00 Bench-made Oxfords, \$2.95

Snappy models in tan and gun metal leathers; 2-strap buckle styles; in a complete range of sizes. Special at \$2.95.

Boys' and Youths' Barefoot Sandals, 95c.

Hand-sewed Barefoot Sandals; 2-strap buckle styles; strong oak soles; all sizes. \$1.50 values, 95c.

Put These in Your Suit Case

25c Beibon Peroxide Cold Cream. 19c

35c Sanitol Liquid, large size. 21c

15c Listerine, bottle. 14c

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THE WELL DRESSED MAN

—BY—

BEAUNASH

Copyright, 1912, by Alfred F. Bryan.

Abroad the golfer, tennis player, cricketer, polo player, yachtsman and the like dresses with punctilious care for his favorite sport, counting it an occasion tinged with ceremony and being solicitous to look "fit to his finger tips." Americans, hitherto careless of the non-essentials of dress, are learning their value as aids to better play. Since England is first in sport, many of our sporting clothes are borrowed from over seas.

The brilliantly striped "blazer," for example, crossed from England. Originally intended only for cricket, it is now also worn for tennis, polo and even golf. This "smart" and picturesque coat is striped lengthwise in almost every mixture of colors, these often representing the player's college, club or regiment. It has a breast pocket, no side pockets and is cut loose, with a straight drop from the shoulders. In playing, the downmost button is fastened to keep the coat from flapping as the wearer stops, twists or runs. "Blazers" are extremely light, because unlined.

For tennis one should wear white or

spikes to give the player a better "brace" on the turf.

The only settled feature of yachting dress is the familiar cap of white duck with a patent leather visor, or black or dark blue cloth. Beyond this, yachting dress is governed wholly by club regulations, which differ everywhere.

As I said last week, unless a man is a "really truly" yachtsman, that is, either a yacht owner, club member or guest on board, he should avoid "yachty" clothes, for they are as out of place on land as a fish out of water. For a self-evident landsman to wear them is ridiculous, and, moreover, subjects him to the suspicion of being cook or lower-class seaman on shore leave.

Riding and Driving. Riding clothes are more often made into "sacks" than into "cutaways," for the cutaway is a formal garment hardly befitting the ordinary carter. Ceremonious riding dress accompanied with a silk hat, white breeches and high patent leather boots is rarely worn in this country, though it is common enough in England.

The riding "sack" is made of khaki cloth with three buttons, two breast pockets, two side pockets and a change pocket. The breeches are of the same fabric as the coat. The waistcoat is a plaid "tattersall."

Informal Evening Dress. An effect engagingly "chic" is gained by wearing a round-tail tuxedo collar with a round-end tie. The same agreeable unity of form may be applied to ceremonious dress, though, to be sure, the tie must be white.

Newport, which is the cradle of most of the most advanced summer modes, has launched the fad of wearing tuxedo trousers turned up. This, of course, is practiced only by the "ultraists" in dress, and the idea is not half bad.

If tuxedo clothes be accepted as evening lounge clothes, then the same rules apply to country house or club "to be" wear. The reason for turning up tuxedo trousers is that men prefer a belt, and with it turned-up trousers are far more comfortable than long trousers, which incline downward in dancing and trail at the heel.

It is noticeable that fewer men go waistcoatless in town during the summer than formerly. White with avowedly country clothes waistcoats are out of place, a wee smack of formality is inseparable from town dress. Hence, the best-dressed men wear waistcoats in town, discarding them when they get back to country house or club. To be waistcoated is a shade "smarter," especially when one goes to the play or dines publicly.

"A glove is only a glove," and there is no harm in an ornate touch to give it "an air." "Glove" gloves with black stitching are quite "smart" for morning dress.

The fashionable glove fastens with a button, not with a clasp, which is too automatic and machine made to be acceptable to the best-dressed men.

Granted that a clasp is convenient, so would a ready-tied scarf be, or elastic-grooved boots that one could pull on by the straps, or shirts with reversible cuffs. He who aims to dress with fastidious nicety recoils from everything that is stiff and mechanical. He'd rather take trouble than "snap on."

Usually, if there are no women looking on, the tennis player wears neither collar nor tie, leaving his shirt open at the neck and rolling it under at the sides. This is the most comfortable way, for a collar soon wilts from perspiration and is then far more unsightly than none at all.

At tournaments or "meets" on club courts some tennis players wear long, loose coats of flannel, serge or pongee. These are put on between sets, and go from locker to court. They are adorned with large pearl buttons and look very "smart," though they are only appropriate when the occasion is formal.

Going A-Golfing. Golf dress is much like tennis, except that dark instead of light colored flannel trousers are preferred. Here, too, neither collar nor tie are worn, and if the sun be hot a handkerchief is loosely knotted around the neck.

"Golf stocks" are no longer in vogue, the "stock" being now used for riding. Of course, golf shoes are worn from those worn at tennis, being heavier and often fitted with rubber discs or short

Evening clothes are not worn by Americans as often as they should be. The ready excuse, "It's too much trouble," falls trippingly from our tongues. We dislike to "dress up," and we dine and lounge in sack suits.

It is only by wearing evening clothes often that one learns to wear them well—to feel "chummy" with them, to have repose to become an apt representative of the social graces.

The essence of dress is in "forget yourself," being able to pose for pose and a "manner" for mannerisms.

the members of his party, Miss Marjorie Smith and Glen Brown.

The following is the score:

SIXTH FIELD ARTILLERY. Goals, F's, Safe, 10.

1—First Lieut. A. L. P. Sands. 4 1 0
2—Capt. J. R. Lindsay. 0 1 0
3—First Lieut. E. D. Hoyle. 1 0 0
Back—Second Lt. Samie A. Board. 3 0 0